



FIRST THINGS FIRST

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September 16, 2010

Chairman Lynn and Members of the Board
First Things First
4000 North Central Avenue, Suite 800
Phoenix, AZ 85012

RE: Central Phoenix Regional Partnership Council Communications Plan Strategy

Dear Chairman Lynn and Members of the Board:

On behalf of the Central Phoenix Regional Partnership Council, (hereafter "Council"), we are requesting the transfer of FY 2011 carry forward dollars, in the amount of \$5,000 towards FY 2011 Communications Plan Strategy.

The Regional Council wants to further support objectives and regional tactics addressed in the Communications Plan Strategy, which include:

- Objective 1- Ensure consistent messaging about FTF internally and externally through the distribution of First Things First leave behinds and branded collateral materials
- Objective 4- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events.

The Regional Council is seeking Board approval to initiate this strategy in the amount of \$5,000. The Regional Council had unanimous approval of this action at the August 28th Regional Council meeting.

Thank you for your consideration.

Respectfully,

Judi Gottschalk, Chair
Central Phoenix Regional Partnership Council
Cc: Brooke Toles-Johnson, Regional Coordinator

Central Phoenix Regional Partnership Council



FIRST THINGS FIRST

The right system for bright futures

CENTRAL PHOENIX REGIONAL PARTNERSHIP COUNCIL

2011 FUNDING PLAN SUMMARY **REVISED**

Regional Allocation 2011: \$ 15,406,094

Carry Forward from 2010: \$ 4,707,985

Funding Available for Allocation in 2011: \$ 20,114,079

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Limited access to quality early care and education.	Quality & Access	Strategy 1 – Quality First!	\$1,145,859.92	Approved January 26, 2010
More training and professional development opportunities for early childhood care providers.	Professional Development	Strategy 2 – T.E.A.C.H. scholarships	\$230,000	Approved January 26, 2010
Limited access to quality early care and education.	Quality & Access	Strategy 3 – Mental Health Consultants	\$600,000	Approved January 26, 2010
Limited access to quality early care and education.	Quality & Access	Strategy 4-Professional REWARD\$	\$450,000	Approved January 26, 2010
Limited capacity in existing preschools for children with special needs.	Professional Development	Strategy 19 – Inclusion of children with special needs	\$1,000,000	Approved January 26, 2010
Limited access to affordable early care and education.	Quality & Access	Strategy 22 – Child Care Tuition Scholarships	\$3,086,119	Approved May 18, 2010
Limited access to parent education, information, and support.	Professional Development	Strategy 9 - Family/Friend/Neighbor Professional Development	\$500,000	Approved January 26, 2010
Access to quality child care	Quality and Access	Strategy 15 Child Care Study	\$120,120	Approved July 20, 2010
Limited access to parent education, information, and support.	Family Support	Strategy 16 - Home Visiting	\$1,200,000	Approved January 26, 2010
Limited access to comprehensive health and support services for children in crisis.	Family Support	Strategy 25 – Family Support Coordination	\$1,000,000	Not being submitted for board approval
Limited access to parent education, information, and support.	Family Support	Strategy 18 – Early Literacy	\$600,000	Approved January 26, 2010
Limited access to comprehensive health and support services for children in crisis.	Family Support	Strategy 11 – Families in Crisis	\$600,000	Approved January 26, 2010

Limited access to comprehensive health and support services for children in crisis.	Family Support	Strategy 13 – Food Boxes	\$400,000	Approved January 26, 2010
Limited access to and utilization of preventive health care.	Health	Strategy 6 - Health-E Applications (health insurance outreach and enrollment	\$500,000	Approved January 26, 2010
Limited access to and utilization of preventive health care.	Health	Strategy 7 – Vision and Hearing Screening	\$500,000	Approved January 26, 2010
More training and professional development opportunities for early childhood care providers.	Health	Strategy 8 – Physician Training	\$500,000	Approved January 26, 2010
Limited access to comprehensive health and support services for children in crisis.	Health	Strategy 10 - Health Care Coordination	\$1,000,000	Approved January 26, 2010
Limited access to prenatal/postnatal services and support.	Health	Strategy 14 – Pre/Postnatal	\$600,000	Approved January 26, 2010
Limited number of qualified (certified) professionals in the areas of speech, occupational and physical therapy, special education, and behavioral health.	Health	Strategy 20 – Allied Health Training	\$500,000	Approved January 26, 2010
Limited access to injury prevention efforts supporting and informing parents and caregivers.	Health	Strategy 21 – Injury Prevention	\$600,000	Approved January 26, 2010
Limited understanding and information about the importance of early childhood development and health and limited support by the community around early childhood development and health efforts.	Communication	Strategy 23 - Communications Campaign	\$464,134	Recommend Approval
		Needs and Assets	\$11,550	
		Statewide Evaluation	\$940,402.94	
		Subtotal of Expenditures	\$16,553,185.84	
		Fund Balance	\$3,560,993.16	
		Grand Total	\$20,114,079	